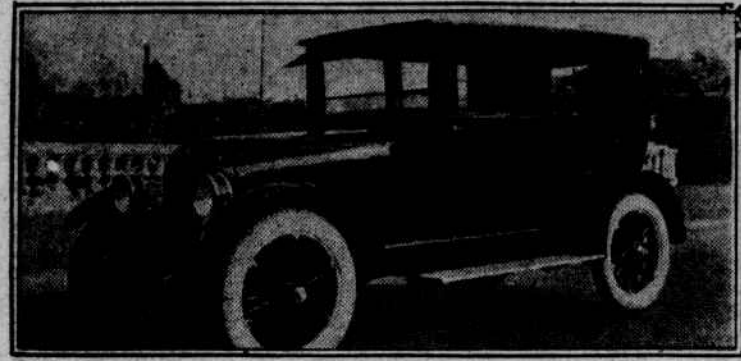
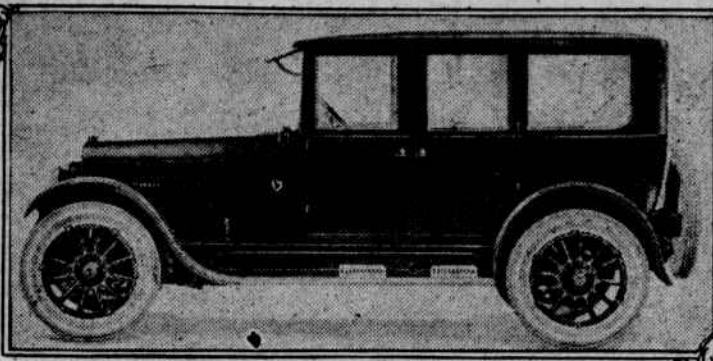


NEW YORK, SUNDAY, SEPTEMBER 24, 1922.

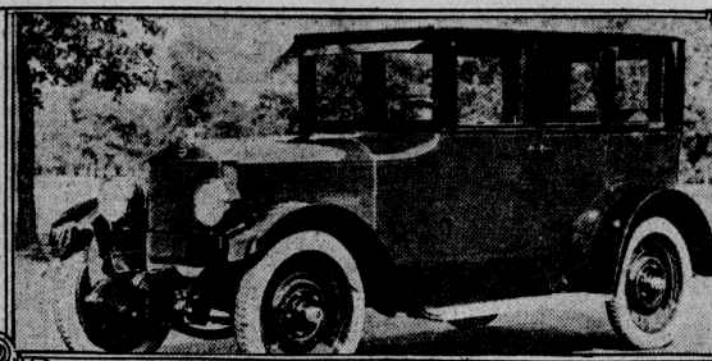
## AUTOMOBILES FOR ALL-YEAR USE SHOWN AT GRAND CENTRAL PALACE



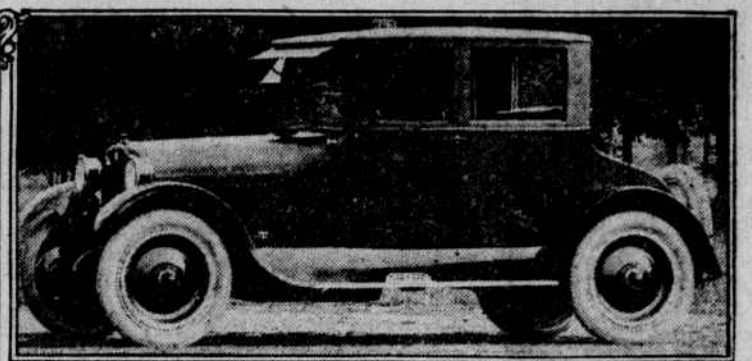
STEPHENS



BUICK



MOON



REO

Big Crowd at the Opening  
of Biggest Closed Car ShowSplendid Display of Latest Models for All Year Use  
Include the Products of All the Leading  
Automobile Manufacturers.

New York placed its stamp of approval on the Closed Car Show, which opened for a week's run at the Grand Central Palace last night by literally jamming the monster exposition hall to the doors. In fact, no similar show in years has been so popular, and judging by reports of the show committee late in the evening more cars have been sold than reported for the same day at previous shows.

Mayor Hylan and Gov. Miller were both expected at the opening ceremonies, both having received specially hand engraved invitations, the latter delivered by the show committee to the Governor in Albany by hydroplane. Mayor Hylan informed the committee representing the Automobile Merchants Association, under whose auspices the show is being held, that he was particularly anxious to attend the opening ceremonies and deliver an address, but due to unforeseen circumstances would not be able to appear until perhaps Monday or Tuesday.

Gov. Miller through the Hon. Isaac Blauvelt assured the committee he may be in the city during next week and would make every effort to attend.

However, at 8 P. M. the show was formally opened by Chairman Charles H. Larson of the show committee. Other members of the committee on hand were Harry W. Gaston, vice-chairman; William C. Poertner, Harry S. Hout, Eugene P. Herrman, Lee J. Eastman, Hugh Porter and Tom Moore.

Aside from the wonderful showing of the world's finest closed cars, the Palace itself presented a beautiful appearance, with its immense columns decorated with old rose silk plush and mural canvases depicting the various transportation epochs.

The great automobile manufacturers of the country have taken an keen interest in this, the dealers' show, as in their own pet exhibit, and have endeavored in the most commendable way to do their part in making it a big success.

These are the cars and locations they occupy at the show: Winton, A-11; Haynes, A-2; Kissel and Gardner, B-30; Dort, A-28; Velle and Winton, B-13; Cleveland, B-28; National and Earl, B-16; Chandler, A-3; Studebaker, A-15; Hupmobile, A-5; Liberty, B-14; Roamer, B-8; Ford and Lincoln, B-12; Daniels, "S," B-7; Chevrolet, A-9; Pierce-Arrow, A-23; Moon, A-7A; Dodge Brothers, A-1; Rickenbacker, B-25; Buick-Royce, A-27; Paige-Detroit, A-15; Lexington, A-30; Bay State, B-24; Cunningham, A-8; King "8," A-6; Auburn, A-8A; Mitchell, B-27; Stearns-Knight, B-16; Maxwell and Chalmers, A-25; Willys-Knight, A-26; Overland, B-22; Jordan, A-31; Locomobile, A-32; Reo, A-31; Stutz and Hupmobile, A-18; Standard Eight, A-29; Buick, B-29; Cadillac, A-17; Oakland, A-10; Nash, A-4; Gray, A-7; Hudson and Essex, A-12; Cole Aero Eight, A-23; Peerless, A-16; Packard, A-20; Stewart, B-3; Buick, A-26; Day Elder light delivery, B-21; Reo light delivery, B-22, and Stanley, A-5A.

Every night during the show will be devoted to some particular feature, as follows:

Monday, September 25—Families consisting of more than eight persons will be admitted free.

Tuesday, September 26—"Theatrical Night," under the auspices of the "Stage Door Inn."

Wednesday, September 27—"Artists' Night." Celebrations of the brush and pen are expected in full force; cash prizes to successful high and grammar school pupils for best designs of a closed car.

Thursday, September 28—"Safety Night."

Friday, September 29—"Society Night."

Saturday, September 30—"Physicians' Night."

"What the average owner does not seem to realize," says Harry W. Gaston, vice-chairman of the show committee, "is that if he can afford only one car, the closed model is the type to buy. Naturally, most of us could use several makes, but we are limited by our pocketbooks."

First, the closed car is an all year vehicle. Even though you may live in a mild climate, there will be many days out of the annual 365 when the weather will be too inclement to permit you to use an open model with comfort. One of the larger producers of automobiles states that the demand for closed cars is just as heavy in California as in Maine, indicating that this type offers protection against both heat and storm.

"Mr. Hess, an enterprising dealer of Cleveland, Ohio, went through the Government Weather Bureau reports and found that out of 365 days in 1921 there was rain or snow on 118 in this city, while on 205 the temperature was below 56 degrees. This figure does not sound very chilly, but try driving in an open car on such a day and you may change your opinion."

"Well, that is Cleveland, but how about New York? Uncle Sam is responsible for the following figures: In 1921, 126 days were rainy or snowy in New York city; that is, there was a precipitation of one-tenth of an inch of more. We usually think of bad weather as occurring during the winter or early spring months, but thirty-three of our rainy days were in June, July, August and September."

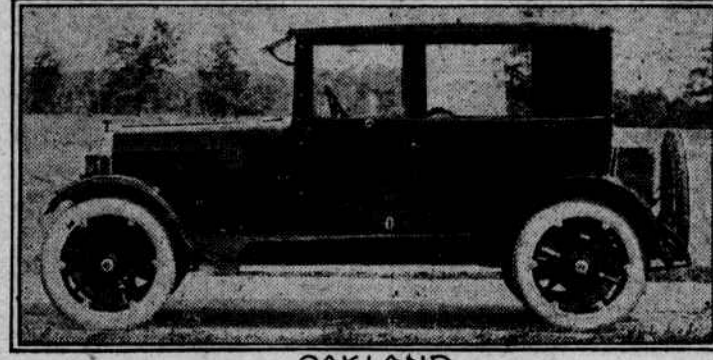
"One may perhaps endure rain and snow in an open car if well protected by furs or raincoat, but it offers no shelter from the wind. Last year there were 100 days in New York when the wind blew forty miles an hour or more. Even forty miles is quite a sizable breeze."

"As for the temperature, 224 days showed at some time a figure below 55. Of these days forty-nine were in April and May, while twenty-five were in October. During the year there were seventy-one days when the thermometer dropped to thirty-two or below."

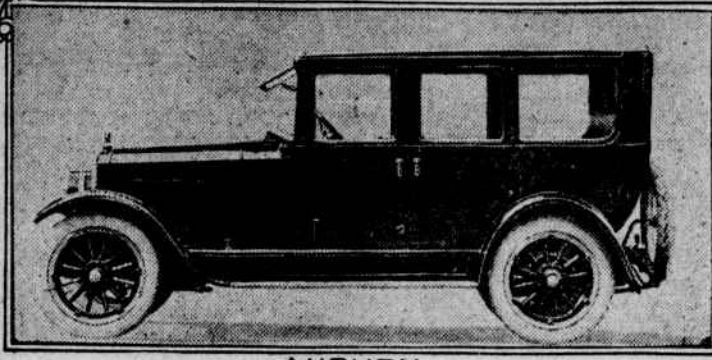
"Perhaps your closed car does cost a few dollars more in the beginning. Perhaps the upkeep for oil and gasoline is slightly in excess of that required for an open model. Offset this by the number of days you need a closed car. It is actually your right hand man throughout the year. You are not paying dead storage for a machine that is jacked up for six months."

"Then the closed model is economical because it protects your clothing and your health. Afoot or in an open car you are likely to suffer from extremes of weather that will damage your garments, if they do not actually injure your health."

"The fact that the closed model is both a business and a pleasure type is another economical factor. If you own only an open type, there are occasions when it would not be advisable to use it. With a closed car you never face this difficulty, as it is dignified and suitable for all occasions."



OAKLAND



AUBURN

## Closeups of the Show

## PAIGE AND JEWETT.

The Paige-Detroit Company of New York is exhibiting both the Paige and Jewett closed cars. Among the models shown are the Jewett coupe and sedan, Paige 6-66 coupe, sedan and limousine.

The Jewett sedan seats five passengers and is abundantly roomy, as is the Jewett coupe, which seats four with comfort. Perhaps the most interesting feature of all in the Jewett is the silent response of the fifty horse-power, six cylinder Jewett motor, a type of power plant which has hitherto been used only in enclosed cars selling well over \$2,000. The Jewett types are tastefully upholstered and are complete in appointments.

The Paige coupe is a quality model. The interior provides chairs for the driver and a companion, while back of these a roomy,

well-cushioned seat provides comfortable accommodations for three adults.

## WINTON AND VELLE.

The new Winton sedan is a worthy successor to the line of famous vehicles that have made the name Winton a synonym for fine car design and craftsmanship. Its beautiful lines are in keeping with the sterling worth of the Winton built engine and chassis. Its interior, finished with all the art of the custom made body, is the last word in perfect taste and refinement.

The car, however, that offers striking proof that closed cars, to-day, can be had at former open car prices is the Velle "35" Sedan. Volume production of the sedan type of automobile has proved an immense advantage to buyers. The Velle model 58 six passenger sedan, priced at \$1,785, has a 115 inch wheel base and is powered by the Velle built six cylinder motor.

BUICK.  
Seven enclosed models comprise the ex-

hibit of the Buick Motor Company of Flint, Michigan. Four of the models are mounted on the six cylinder chassis and three on the four. Of this number a five passenger touring sedan in both the four and six cylinder lines is shown for the first time, both being entirely new models, added to the regular line on the first of August.

Other models mounted on the six cylinder chassis include the five passenger sedan, the seven passenger sedan and the four passenger coupe. In the four are a three passenger coupe and a five passenger sedan, in addition to the new touring sedan.

All of the seven 1923 models have been refined throughout and in addition to the entirely new body construction the appearance of the car has been greatly changed and it has been rebuilt mechanically.

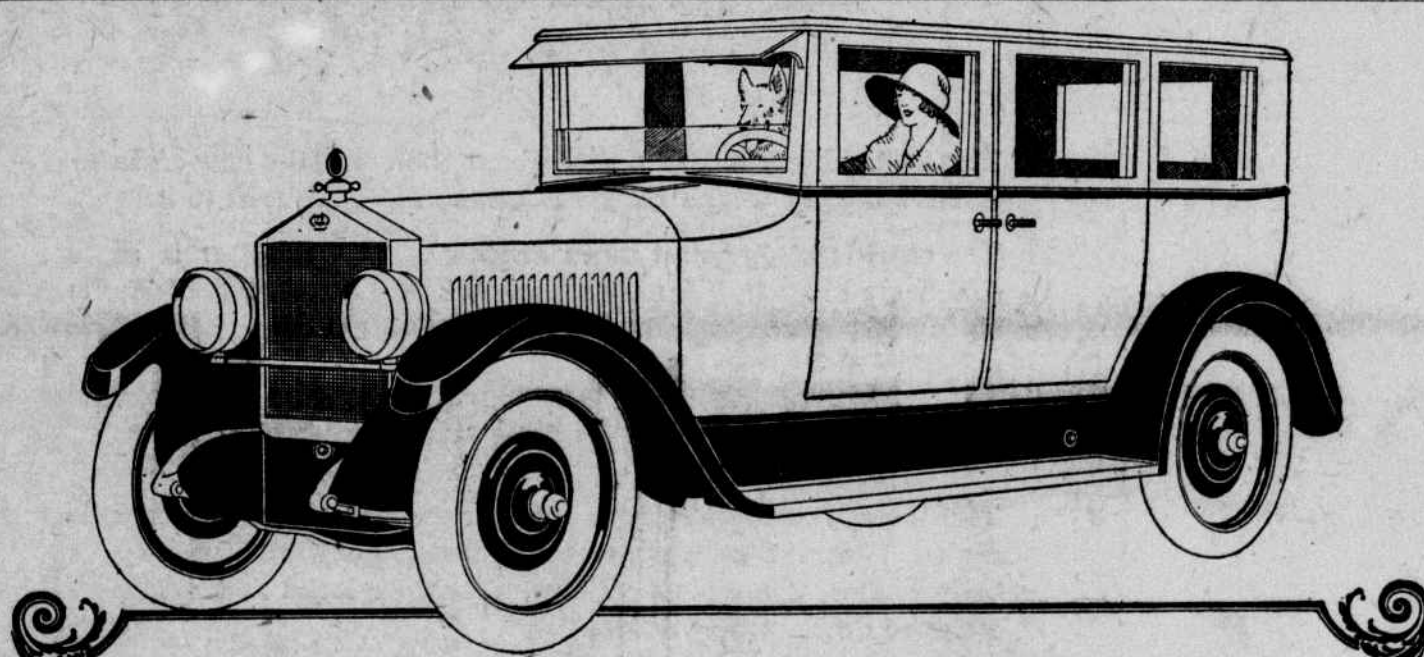
LEXINGTON.  
One of the problems presented by the new style trend in closed cars, which the builders of Lexington cars have solved, is how to obtain ample room together with compactness. The new Lexington brougham, just

announced, is a striking example of the great strides forward that have recently been made in closed car coach designing and artistry. Viewed from a distance, this four passenger car gives the impression of "close-fitting" lines, with the sum total effect of elegance for action. There are no cumbersome bulges or angles and not an ounce of superfluous weight.

## WILLYS-KNIGHT.

Beauty of line, fine workmanship and excellence and economy of operation have been happily combined in the Willys-Knight closed cars included in the exhibit. There is the seven passenger sedan, the five passenger sedan, which differs from the other in that the wheel base is 118 inches instead of 124, and, of course, is without the two folding seats; and the coupe.

The sedans show to particularly good advantage. One important factor in the Willys-Knight design is the unusually long underbody rear springs of chrome vanadium steel, making possible unusually low center of gravity, with the consequent ease in riding and freedom from side sway and skidding

New 1923 Moon Six-40 Sedan  
\$1695

A CAR you will be proud to own because of its striking contour, perfect proportions and distinguished appearance. Not merely "made" but built—this latest Moon model embodies in every unit the combined engineering skill of the world.

Closer acquaintance only serves to confirm your first favorable impression of the Six-40 Sedan. Its many refinements proclaim it to be a quality car in the true sense, as well as a car of good looks.

Turn the handle of the door and note how easily it responds. Step through the ample doorway and take the driver's seat—deeply cushioned, luxurious, restful. Then grasp the steering wheel and observe how perfectly it is placed—at just the right angle and height for convenience. Driving-comfort that makes the hours seem like minutes.

Automatically your feet come into the right position for the "gas" and brake; as your right hand touches the gear-shift lever you are agreeably surprised to find it close beside you. No reaching down! And so easy to manipulate that gear-changing no longer entails exertion.

The silver radiator and nickel trimmings are in harmony with the custom blue medium finish.

Perfection in every detail, engine-power to spare and rugged construction throughout insure good, long, continuous service.

Moon Six-40 Sedan \$1695 Moon Six-40 Touring Car \$1295  
All prices F. O. B. St. Louis

## MOON MOTOR CAR COMPANY OF NEW YORK

WILLIAM J. COGHLAN, President

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MOON

Moon Motor Car Company, St. Louis, Mo., U. S. A.  
Founded by Joseph W. Moon, 1907.

## DURANT

AT the Show you will be impressed by the sensational value offered in the new Durant closed cars.

Just note the amount of interest displayed in these remarkable automobiles.

"Just a Real Good Car"

Fours and Sixes

POERTNER MOTOR CAR CO.  
Incorporated  
1709 Broadway at 87th St., Manhattan  
Brooklyn Newark

## The EARL Cabriolet

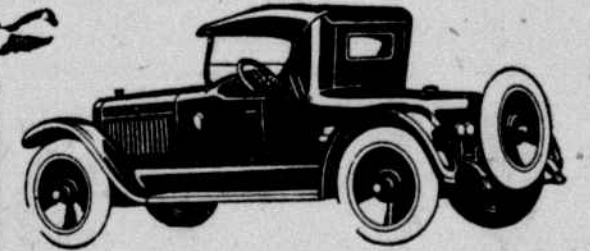
will appeal to every motorist as a remarkable four-passenger motor car, inasmuch as it embodies the five salient points sought in the ultimate automobile: Appearance, performance, comfort, economy and durability. Beauty of lines and luxurious appointments are carried to a point of distinction—real comfort is assured during all seasons by being able to transform the Cabriolet from an open car to a closed in sixty seconds. Surpasses other cars by its economy in fuel consumption and its durability in withstanding severe hardships. See the Earl Cabriolet at the Show or drop into our \$1395 Showroom for a demonstration drive to-day.

J. O. B. Jackson, Mich.

Space B-26, Closed Car Show

Grand Central Palace

## MORROW MOTORS CORP.

1761 Broadway New York City  
Telephone Circle 4163  
Brooklyn Branch: 1619 Bedford Avenue  
Telephone Lafayette 6657

## WILLS SAINTE CLAIRE

With daybreak a new trail of adventure, new tests to meet, new obstacles bravely to be overcome. Gray Goose, stout of heart and pinion—pioneer who seeks no reward but the worthy achievement.

Dawn—of a new era in motoring and motor engineering—an era of greater simplicity, of a motor car of greater strength, of greater power, of easier riding, of easier driving, of greater safety. A motor car of molybdenum steel, with an eight-cylinder motor of 60 degrees and the vast power of overhead cams and valves. A stauncher, livelier, a simpler motor car—the Wills Sainte Claire.

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FISK BUILDING  
57th St., at BroadwayWILLS  
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